

Identifying Concerned Citizen Communication Style During the State Parliamentary Elections in Bavaria

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Abstract : In this case study, we want to explore the Twitter-use of candidates during the state parliamentary elections-year 2018 in Bavaria, Germany. This paper focusses on the seven parties that probably entered the parliament. Against this background, the paper classifies the use of language as populism which itself is considered as a political communication style. First, we determine the election campaigns which started in the years 2017 on Twitter, after that we categorize the posting times of the different direct candidates in order to derive ideal types from our empirical data. Second, we have done the exploration based on the dictionary of concerned citizens which contains German political language of the right and the far right. According to that, we are analyzing the corpus with methods of text mining and social network analysis, and afterwards we display the results in a network of words of concerned citizen communication style (CCCS).

Keywords : populism, communication style, election, text mining, social media

Conference Title : ICSMPC 2020 : International Conference on Social Media and Political Communications

Conference Location : Copenhagen, Denmark

Conference Dates : June 11-12, 2020